

AMERICAN CANCER SOCIETY RELAY FOR LIFE



Welcome

We are pleased that Family, Career and Community Leaders of America (FCCLA) has selected the American Cancer Society as their national service project for 2007. One of the most effective ways you can help in the fight against cancer is to participate in your local Relay For Life.

What Is Relay?

Relay For Life is the American Cancer Society's signature activity. It offers everyone in a community an opportunity to participate in the fight against cancer. Teams of people camp out at a local high school, park, or fairground and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times during the event. Relays are an overnight event, up to 24 hours in length.

Relay For Life brings together millions of people to raise money and awareness to help prevent cancer, save lives, and diminish suffering from the disease.

Did you Know?

Cancer will touch one in three people in your lifetime. The American Cancer Society provides valuable, up-to-date cancer information and support services 24 hours a day, seven days a week.

Why Relay?

The power of Relay is that it allows a community to grieve for those lost to cancer and to celebrate the lives of those who survived. For the newly diagnosed, Relay offers an opportunity to meet someone who has survived the same type of cancer. For the cancer patient in treatment, Relay provides an opportunity to share with others. For the long-term survivor, Relay brings a community's recognition of the struggle and closure to a trying time in life.

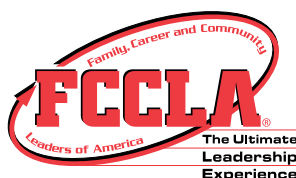
Caregivers also find hope in Relay For Life. These individuals give their time, love, and support to friends, family, and neighbors who face cancer. At Relay, everyone understands the frustrations and joys of being a caregiver. There is peace of mind knowing that together we can face the challenges ahead.

Form a Relay Team Today!

Already, FCCLA students are forming teams, volunteering at their local Relay events, and educating their friends about cancer prevention and early detection. For more information about the American Cancer Society and FCCLA collaboration, please visit www.fcclainc.org.

Join your local American Cancer Society Relay For Life today! Call 1.800.ACS.2345 or visit www.cancer.org. Help make cancer a thing of the past.

It's about being a community that takes up the fight.



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How to Get Started Flyer for Family, Career and Community Leaders of America (FCCLA)

You're ready to support the FCCLA 2007 National Outreach Project.
Now, what do you do?

Contact Your Local American Cancer Society

To begin your involvement, contact your local American Cancer Society office and let them know you want to be involved in Relay For Life. You can find the phone number for your local office by visiting www.cancer.org and entering your zip code at the "In My Community" section on the bottom of the page. Or, you may call 1-800-ACS-2345 and be connected directly to your local office.

Your local American Cancer Society staff will provide you with all of the materials, resources, and information you need to succeed.

Share the Information with Your Chapter

At a chapter meeting, share the information you've gathered. You will want to share the date of the Relay For Life event and explain what it's all about. See who wants to participate and get their contact information.

Select a Team Captain

Next, your group will want to select a team captain to serve as the team leader. This team captain will motivate, encourage, and organize the group over the next few months. For more information about being a team captain, check out "How to Be a Team Captain" in this kit.

Register and Begin Fundraising

Using the information provided by your local American Cancer Society office

and team captain, you can register as a participant by completing the event registration form. You will also want to register your team on the FCCLA Web site under 2007 National Outreach Project to be recognized as a participating FCCLA chapter. Recognition will also be available for registered FCCLA teams for multiple levels of contributions. Your team will want to begin fundraising as early as possible. Set a goal for your team and for each member. For a list of fundraising ideas, check out "Fundraising Tips" in this kit.

Meet Regularly

Your team should meet regularly to share and celebrate the progress you are making toward your fundraising goal. You can turn in any money you've collected so far at these meetings to your team captain.

Your team captain will also be attending regular meetings with the event organizers and will be able to share any updates about the event with you at your team meeting. As the date of the Relay For Life event gets closer, your team captain will ask you to decide on a team theme and on decorations for your campsite at Relay For Life. All of the money collected by your team will be donated at your local Relay For Life event.

Finally – Enjoy Relay!

On the day of Relay, join your team at the Relay For Life event. Set up your campsite, do a little walking, celebrate survivors, and remember those we've lost. Meet other teams and have fun!



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Team Captain Responsibilities

Team Captain Responsibilities for Family, Career and Community Leaders of America (FCCLA)

JOB SUMMARY: A team captain serves as the leader, motivator, and organizer of his/her Relay For Life team. The team captain plays a very important role in the success of Relay – after all, it's the teams that make the event! Any reliable, motivated chapter leader can serve as the team captain.

What Does a Team Captain Do?

A team captain is a position designed to support the American Cancer Society's Relay For Life by leading a team to participate and raise funds.

A Team Captain Agrees to:

- Build a team of 10-15 members.
- Coach and motivate your team to success. This includes calls, emailing, and meeting with team members on a regular basis.
- Attend the American Cancer Society Relay For Life kickoff in your area.
- Help set a fundraising goal for your team and team members.
- Distribute participant collection envelopes and other Society fundraising tools to all team members.
- Help organize and hold creative fundraisers to help your team raise dollars in the fight against cancer.
- Collect money raised by your team members, and turn it in to the event organizers.
- Attend American Cancer Society planned team captain meetings and share important information with your team.
- Attend Relay For Life and have fun with your team.
- Recognize team members for their commitment to the fight against cancer.

Summary

A team captain plays a very important role. He/she gathers and shares information with the team, motivates the team, and recognizes its members for the team's success. Your local American Cancer Society has lots of materials to help your team captain succeed. If you have questions, contact your local office or call 1-800-ACS-2345.



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Fundraising Ideas for Family, Career and Community Leaders of America (FCCLA)

Here are some great ideas to help your FCCLA members raise funds for the American Cancer Society Relay For Life. These ideas can get you started. Get creative!

On-Campus Ideas

■ Baby Picture Contest

Ask your teachers for a copy of their baby pictures. Then display the pictures in a common area so students can buy guesses (a quarter each) over a couple of weeks. Put all of the correct guesses in a drawing for a prize. Prizes can be solicited from local businesses.

■ Balloon Day

Students take orders in advance to deliver balloons with a message attached. The balloons are then delivered on a specific date.

■ Lifesavers

Sell Lifesaver rolls for a donation and tell the purchasers that they themselves are "lifesavers" since their donation will benefit American Cancer Society research.

■ Hat (or Cap) Day

For a specified donation, and with permission from the principal, students can wear a baseball cap or other hat to school for the day.

■ Paper Chain

Make paper links in several colors. Sell links for 10 cents each to use in making a chain. Make it a competition by selling each class a different color link, and the class that makes the longest chain wins. Bring the chain and donations to Relay!

■ Penny Wars

Challenge students to bring in pennies to add to their class jar. Anything other than pennies counts against the class total. So other classes can add nickels, dimes, and quarters to their competition's jar. Offer a reward to the winning class. Remember: Pennies = positive, anything else = negative.

■ Kiss-a-Pig

Three jars are set out with a faculty member's name on each. Whichever jar brings in the most money over a week must then kiss a farm animal. Picture taking is encouraged.

Other Ideas

■ Letter Writing

The most effective way to raise a lot of money is to write a letter (or email) to your family and friends. Emphasize the importance of Relay For Life and your involvement in it. Tip: Include a self-addressed stamped envelope with each letter. This increases your chances of getting donations. Make it as easy as possible for potential donors.

■ Babysitting

Do extra babysitting and donate all or a portion to Relay For Life.

■ Movie Night

Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission.

■ Garage Sale

Invite friends, family, and team members to bring items to sell.

■ Benefit Basketball Game

Organize a basketball game, and charge people to come watch. Also have half-time games and shoot-outs, and charge people to participate. This works well with schools (faculty vs. students).

■ Spaghetti Dinner

Have your team organize a spaghetti dinner at a local hall or club with the help of its members (and parents) to do the cooking. School teams can sell tickets before the dinner, and then take tickets, wait tables, and clean up on the night of the dinner.

■ Car Wash

Get your team together for a town car wash. Have a bake sale at the same time. Ask for donations – not a set fee – you will usually raise more money that way! Honk if you hate cancer!



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Recognition Program

Recognition Program for Family, Career and Community Leaders of America (FCCLA)

We want to recognize your chapter!

FCCLA and the American Cancer Society would like to recognize your chapter for their outstanding contributions to the 2007 National Outreach Project and the fight against cancer, through involvement in Relay For Life.

We are challenging chapters to donate volunteer hours and collect donations to support the vital research, education, advocacy, and patient service programs of the American Cancer Society. You can help!

Chapters who excel in their efforts to support the National Outreach Project will be recognized at the 2007 National Leadership Meeting in Anaheim, California, and on the FCCLA Web site.

How can I be recognized?

To be eligible for recognition, chapters must register their efforts with FCCLA. To do so, chapter leaders may go to the 2007 National Outreach Project page of www.fcclainc.org and complete the Outreach Project Recognition Form online. Contributions made between September 1, 2006 and June 15, 2007 can be entered. Please fill in the form completely, as the information will be verified upon submission.

What awards will be given?

Chapters can work to earn the following awards:

- **National Outreach Project Purple Award** – Awarded to chapters who raise \$500-\$999 for the American Cancer Society between September 1, 2006 and June 15, 2007.
- **National Outreach Project Diamond Award** – Awarded to chapters who raise \$1000-\$2000 for the American Cancer Society between September 1, 2006 and June 15, 2007.
- **National Outreach Project Platinum Award** – Awarded to chapters who raise more than \$2000 for the American Cancer Society between September 1, 2006 and June 15, 2007.
- **State and Chapter Awards** – As part of this program, we will also recognize the chapter raising the most money, the state that raises the most money, and the top three states that raise the most money per FCCLA member.

Thank you!

Thank you for your support of the FCCLA National Outreach Project. For resources and additional information, please click on the 2007 National Outreach Project link at www.fcclainc.org.



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